

**ABSTRACT**

A scanning device adapted to scan an interface surface provided on a product item, the interface surface having disposed thereon coded data indicative of an identity of the product item, the product item being provided in a sensing region, the scanning device including: a beam generator for emitting at least one beam; at least one rotating holographic optical element for selectively deflecting the beam in first and second orthogonal directions to thereby generate a raster scan pattern over a scanning patch; a sensor for sensing at least some of the coded data on the interface surface of the product item as the product item passes through the sensing region; and a processor for determining, using at least some of the sensed coded data, product identity data indicative of the identity of the product item.

10